

Drive for Glamour Sparks Fierce Battles for Sales

By REYNOLDS KNIGHT
The cult of glamour is becoming increasingly entrenched in virtually all parts of the U.S. female population—including the teen-ager who tints her hair and wears lipstick to high school. To the cosmetics industry, this means a market now at \$2 billion annually and certain to keep climbing.
However, the steady growth of this consumer spending area has brought about a furious competition in the marketplace. The trend in the cosmetics industry, these days, seems to be "no holds barred" when it comes to high-powered advertising claims, "free" premiums, reduced-price deals, and other tactics.
No consumer industry, in recent years, has spent a higher proportion of its sales dollar on advertising and promotion. Individual marketing executives will explain they absolutely must do so "just to keep even with my competitor."
This has had an interesting effect: smaller companies are pressed to the point where their resources are so badly strained that they become willing to sell out (for the right price) to a larger firm in the field. When this happens, the product line of the disappearing firm isn't taken off the market, because that would mean throwing away all the

advertising money already invested in building its appeal. The outlook, then: fewer companies in the long run, but probably even more products to serve female vanity.
FARM FACTS—Four of every five farms have at least one dog, and 82 per cent of them are large dogs (over 20 pounds). These were among farm dog facts gathered recently by Nutrena, the feed division of Cargill, Inc. The survey also indicates that farmers generally do not regard their dogs as pets, but are inclined to think of them as livestock, comments Vern Dean, manager of dog food at Nutrena.
"The farmer is not likely to go in for lap dogs," Dean says, "because he considers his dog a valuable animal that has specific farm tasks to do." Dean also observes that city dogs are more likely to present feeding problems because they are more pampered than their country cousins.
The Nutrena survey showed that 33 per cent of all farms have more than one dog; 21 per cent two dogs; 6 per cent three; 4 per cent four, and 2 per cent more than four. Also learned from the study: 64 per cent of farm dogs are fed dry, prepared food; and 34 per cent of dog-owning farmers buy dog food from the

same dealer that sells them their livestock or poultry feeds.
LEVITT LAUNCHING—The wise entrepreneur is willing to invest time and dollars in finding out whether the market for his product is prosperous and growing or the opposite. Thus, Levitt and Sons, Inc., residential building firm, checked carefully the outlook for Suffolk county, on New York's Long Island, when it was contemplating building a community there.
The building firm's findings were about as rosy as they could be. It was learned that Suffolk is the second-fastest-growing major county in the U. S., ranked only by Orange county in California. Another finding: the 196-per-cent population increase from 1950 to 1962 was not matched by additional dwelling units and the county therefore was facing a housing shortage.
So, naturally, Levitt and Sons, armed with this and

other information, last April announced it would build another of its well-known residential communities at Stony Brook in Suffolk county on Long Island's North shore. The 1,800-house community will be named Strathmore at Stony Brook.
Exhibit houses are being opened to the public this week, and furnished structures will be ready for occupancy next spring. There will be seven different types of houses in the community, and they will

be "mixed" so that "identical models never stand side-by-side."
THINGS TO COME—A chemist company has introduced a bucket-shaped car seat for the toddler age group, available in red or blue and with adjustable arm rests... Largely for recreational value, a large Toys retail store will offer a "his and hers" submarine for two. The \$12,700 craft travels at from 3 to 7 m.p.h.; occupants must be lying down

when it is operating... Available in the East is an éclair-like pudding designed to resemble the "mouse" dessert that has traditionally been the pride of French chefs... Just developed is a portable billiard table said to stay perfectly flat for two years and priced under \$500.
FEWER PADLOCKS—A modest decline in the number of bankruptcies so far this year is being cited as another symbol of general economic health. In the 10 months through October, padlocks went on the doors of 12,621 companies, compared with 13,863 bankruptcies tabulated in the same 1962 period. Last

year was particularly worthy for failures among count stores; that trend appears to be tapering off in this latter stage of

BITS O' BUSINESS—First three days of the week are the best for avocados in food stores, a survey group which reports that Fridays alone count for 29 per cent of age weekly volume... from normal seasonal consumer prices for other farm products steady in the month. Over-all, farm prices in October were at a level cent under the same year earlier.

Garden Checklist

1. Make sure newly planted trees are solidly staked against possible wind damage this winter.
2. Mulch around shrubs with steer manure. If you fertilize this time of year, use a slow-acting plant food such as bone meal.
3. Plant perennials for spring bloom. Delphinium, day lily, Sweet William, Canterbury Bells, coral bells and many others may go in now.
4. All manner of shrubs can be planted in November. Camellias and azaleas are good bets because they will bloom in winter and spring to give you quick rewards.
5. Major pruning should wait until winter sets in, but weak or dead growth can be removed from shrubs and trees this month.

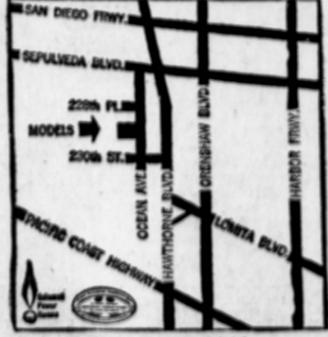
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IMMEDIATE OCCUPANCY

Each of these spacious Balanced Power 4-bedroom, 2 & 3 bath homes, priced from \$31,450, include an O'Keefe & Merritt built-in range and oven among many outstanding features. They are available for as low as \$995 down, 6% interest available with a bigger down. Two furnished models are open daily. Take Hawthorne Blvd. in Torrance to 230th St., turn west to Ocean Ave., then right one block to models and ask for John Lowther, sales director.

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Short Shank lb. **59c**

Lamb Shoulder Roast Square Cut Roast USDA Choice Lamb lb. **39c**

Lamb Chops

Center Cut Shoulder U.S.D.A. Choice	lb. 69c
Regular Rib Chops U.S.D.A. Choice	lb. 79c
Large Loin Chops U.S.D.A. Choice	lb. 89c
Small Loin Chops or Rib Eye Lamb Chops	lb. 98c

Lamb Roast Pre-carved Shoulder Sliced and Tied lb. **49c**

Chickens Fresh, Grade A, Roast 4 to 5-lb. Sizes lb. **49c**

Fresh Oysters Captain's Choice 12 oz. For Stuffing lb. **69c**

Canned Hams Dubuque, Smith's or Marshall's 5-lb. can **\$3.79**

Sliced Bacon Serve with Eggs for Breakfast 1 lb. **49c**

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Young Geese 4 to 6 lb. **59c**

Stuffed Turkeys Large or Junior **59c**

Lamb Spareribs Broast Cut 12c

Lamb Shanks To Braise or Bake 39c

Marshmallows Snow Cloud	10-oz. bag	19c
Toilet Tissue Powder Room 2-roll pack	10 rolls	1
Detergent Scampor Liquid Includes 10c Off	25-oz. bottle	39c
Mixed Stuffing Bell Brand	2 5-oz. pkgs.	45c
Corn Flakes Kellogg's Cornflakes	4 10-oz. pkgs.	1
Westag Vanilla Imitation Flavoring	5-oz. bottle	19c
Margarine Sunwaybank Golden Cubes	4 1-lb. ctns.	1
Coffee Cake Mrs. Wright's White Wheat	10-oz. size	35c

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Carrots Tender and Sweet 3-lb. bag **19c**

Cauliflower Snowy White Heads lb. **10c**



YOUNG TURKEYS

TOMS 16-22 lb. Average Popular Brands lb. **35c**

HENS All Sizes Popular Brands lb. **39c**

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Manor House Turkeys

- Safeway's Finest Premium Quality
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Hens All Sizes	Toms 16-22 lbs.	Fryer-Roasters Midget, 6-8 lbs.
lb. 41c	lb. 37c	lb. 49c

Pillsbury Flour Prices Includes 5c Off **5 -lb. bag 39c**

Soft Drinks Cragmont Assorted (Case of 12, \$1.98) **6 28-oz. Bottles \$1.00**

C & H Sugar Pure Cane Granulated **5 -lb. bag 49c**

Frozen Dinners Banquet Choice of Seven each **29c**

Ice Cream Cullison Catering Vanilla and Other Flavors 1/2 gal. ctn. **59c**

Holiday Pies Bel-air frozen Pumpkin or Mince 8-inch size **25c**

FROZEN FOODS

Wong's Dinners 11-oz. each **59c**

Blackberries Bel-air 28-oz. pkg. **49c**

Bel-air Vegetables

Green or Wax Beans	9-oz.	5 for \$1.
Broccoli Spears	10-oz.	
French or Baby Limas	10-oz.	
Mixed Vegetables	10-oz.	

Grade AA Fresh Eggs

Guaranteed O' the Crop—Refrigerated from farm to you—every egg guaranteed to be flavor-fresh... that's why Safeway eggs are so good!

Small 1-doz. ctn.	39c	Large Size 1-doz. ctn.	51c
Medium 1-doz. ctn.	48c	Extra Large 1-doz. ctn.	57c

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